



Art, Events, & Media Production
Management

SCOTTSDALE DIA DE LOS MUERTOS

at the Old Adobe Mission



Dia de los Muertos



Scottsdale Community & Family



WHO WE ARE



LORE Productions and Media, a 18-year-old cultural event production company, is proud to return to the City of Scottsdale for the 2nd Scottsdale Dia de los Muertos and Noche de Ofrendas cultural and art celebration, centered at the Old Adobe Mission in downtown Scottsdale, AZ.



Our Work



- LA City Music Center & Grand Park
- Ford Amphitheater at the Hollywood Bowl
- LA Zoo & Botanical Gardens
- Autry Museum of the American West
- Fairplex Pomona
- LA County Fair

A GLOBAL CULTURAL ARTS PARTNER

LORE is a noted, authentic, Latino authority on Dia de los Muertos, with a successful event, production, and marketing track record, and a tried-and-true method of community outreach and integration (both in terms of new art talent and new audiences):

- Intimate professional understanding of working with university programming, museums, city, county events & private entities
- LORE owns and manages its own successful Day of the Dead Festival in Scottsdale, Arizona
- Experience making formal presentations before city government and foreign government entities
- Long-term relationship with the Los Angeles Oaxacan art community and State of Mexico's Oaxacan Secretary of Culture's office
- Experience working with and creating events that coordinate NPOs, private corporations, commercial sponsors, and marketing firms



Scottsdale is Dia de los Muertos

- Scottsdale is intimate, walkable, & easy to navigate
- Closer to the traditional Dia de los Muertos experience as it is in Mexico
- Tourist safe and friendly for midwesterners, northerners, and Canadian visitors
- The Vaquero tradition is galvanized here, connecting directly to Dia de los Muertos programming
- Scottsdale's Museum of the West can be a strong program collaborator



Scottsdale

DIA DE LOS MUERTOS 2017



LORE
PRODUCTIONS



0:00 / 3:29



2017 Scottsdale Dia de los Muertos Event



- Successful inaugural premier cultural event for the City of Scottsdale
- 7500-10k in attendance over 4 days, outpacing grant required 2500 attendance
- Community engagement and participation by local community, city government agencies, and the private sector
- Local Boys and Girls Club active volunteer participation & involvement
- Collaborative on-site participation & cooperation between Scottsdale Police Department, Our Lady of Perpetual Help/ Adobe Mission, Vista Del Campo & Diversity & Inclusion Departments
- Pre-event official engagement from local faith-based community, Our Lady of Perpetual Help Catholic Church
- Successful collaborative partnerships with Scottsdale Tourism and Events & Experience Scottsdale
- Largest guests visit, donations, and attendance at The Adobe Mission for an event
- Still consistently over 40k visitor impressions per marketing cycle for Scottsdale Dia De Los Muertos website
- Successful partnership/sponsorship with The Omni Resorts Montelucia
- Establishes premier Dia de los Muertos event with LORE as the authoritative and authentic Latino/ Hispanic partner

Delivered Results. And, the Future...



- Allows City of Scottsdale to grow its audience and reach youth, and young, socially-active families, significantly raising demographic participation range in the 2018 Dia de los Muertos event
- Utilizes large-scale art to engage audiences and keep them present in the downtown Scottsdale area, shopping and dining in local businesses for longer periods of time
- Creates excellent opportunities for social media sharing behavior that will increase the rate of tourist visits to downtown Scottsdale
- Expands new media streams for marketing, branding, and cross-promotion for the City of Scottsdale
- Creates a new commercial merchandising, vendor, and market opportunities for local Scottsdale business
- Increases connections to attract top talent in visual, performing, and musical arts. This is particularly important when considering the Disney movie, Coco, and the interest in Dia de los Muertos across all markets and regions

SOCIAL MEDIA & MARKETING



Twitter Partners - Daily Users

@lacountyfair - 8k
@fairplex - 6k
@lorepromedia - 3k
@grandpark_la - 16.4k
@musiccenterla - 13.5k



Facebook Partners - Current Follows

LA Grand Park ; 30k
Fairplex ; 53k
LA County Fair ; 163k users
LORE/ Scottsdale & Grandeza; 5.3k



Instagram Partners

Fairplex 5k
LA County Fair 24.2k
Grand Park LA 49.8k
LORE & Grandeza 4k



Website Impressions & Email Lists

- SDDLm-per 30 day cycles = 41k
- During events = 72k social media shares & 80k website impressions
- Average share of LORE art and signs for social media during LA County fair 250k impressions
- LORE email list ; 10k users
- Fairplex emailing list 500k

Audience Live Traffic Impressions

- Walk by impressions, LA County Fair = 1.3 million
- Walk by impressions Grand Park LA= 126k
- Scottsdale Event = 7500-10k

- Fairplex Pomona
- LA County Fair
- Grand Park LA
- LA Music Center
- Grandeza Mexicana
- City of Los Angeles
- Our Lady of Perpetual Help Catholic Church
- ASU
- Scottsdale Old Town Farmers Market & AZ Farmer's Markets
- AZ Diamondbacks



We're Expanding Our Footprint



COLLABORATIVE EVENT PARTNERS

- Premium overnight stay tourist packages
- Intimate on-grounds concert and event tie-ins for resorts and restaurants
- Ticketed lecture performances
- On-site museum quality programming
- World-class level fundraisers
- Hispanic/ Latino celebrity appearances
- Arizona state overnight Experience Scottsdale staycation packages
- International and multi-state tourist package marketing
- Vacation tourism social media video marketing for Scottsdale businesses



FUTURE SCOTTSDALE ALTARES...



DIA DE LOS MUERTOS CONNECTS ALL OF US...



Scottsdale is...



Familia.

